

Guiding Principles

Grand View District

Edina, Minnesota

- 1 **Leverage publicly-owned parcels and civic presence** to create a vibrant and connected district that serves as a catalyst for high quality, integrated public and private development.
- 2 **Enhance the District's economic viability as a neighborhood center with regional connections**, recognizing that meeting the needs of both businesses and residents will make the district a good place to do business.
- 3 **Turn perceived barriers into opportunities.** Consider layering development over supporting infrastructure and taking advantage of the natural topography of the area.
- 4 **Design for the present and the future** by pursuing logical increments of change using key parcels as stepping stones to a more vibrant, walkable, functional, attractive, and life-filled place.
- 5 **Organize parking as an effective resource for the district** by linking community parking to public and private destinations while also providing parking that is convenient for businesses and customers.
- 6 **Improve movement within and access to the district** for people of all ages by facilitating multiple modes of transportation, and preserve future transit opportunities provided by the rail corridor.
- 7 **Create an identity and unique sense of place** that incorporates natural spaces into a high quality and sustainable development reflecting Edina's innovative development heritage.

Adopted by Community Advisory Team

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